

Financial Times – business school rankings and listings

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Business School
Rankings

The FT produces six international business school rankings annually:

- 1. MBA**
 - 2. Executive MBA**
 - 3. Masters in Management**
 - 4. Masters in Finance**
 - 5. Executive Education**
 - 6. European Business Schools**
- Rankings are based on surveys of schools and alumni**
 - Schools must meet criteria to participate**
 - The FT surveys circa 60,000 graduates from more than 300 schools per annum**



Business School
Rankings

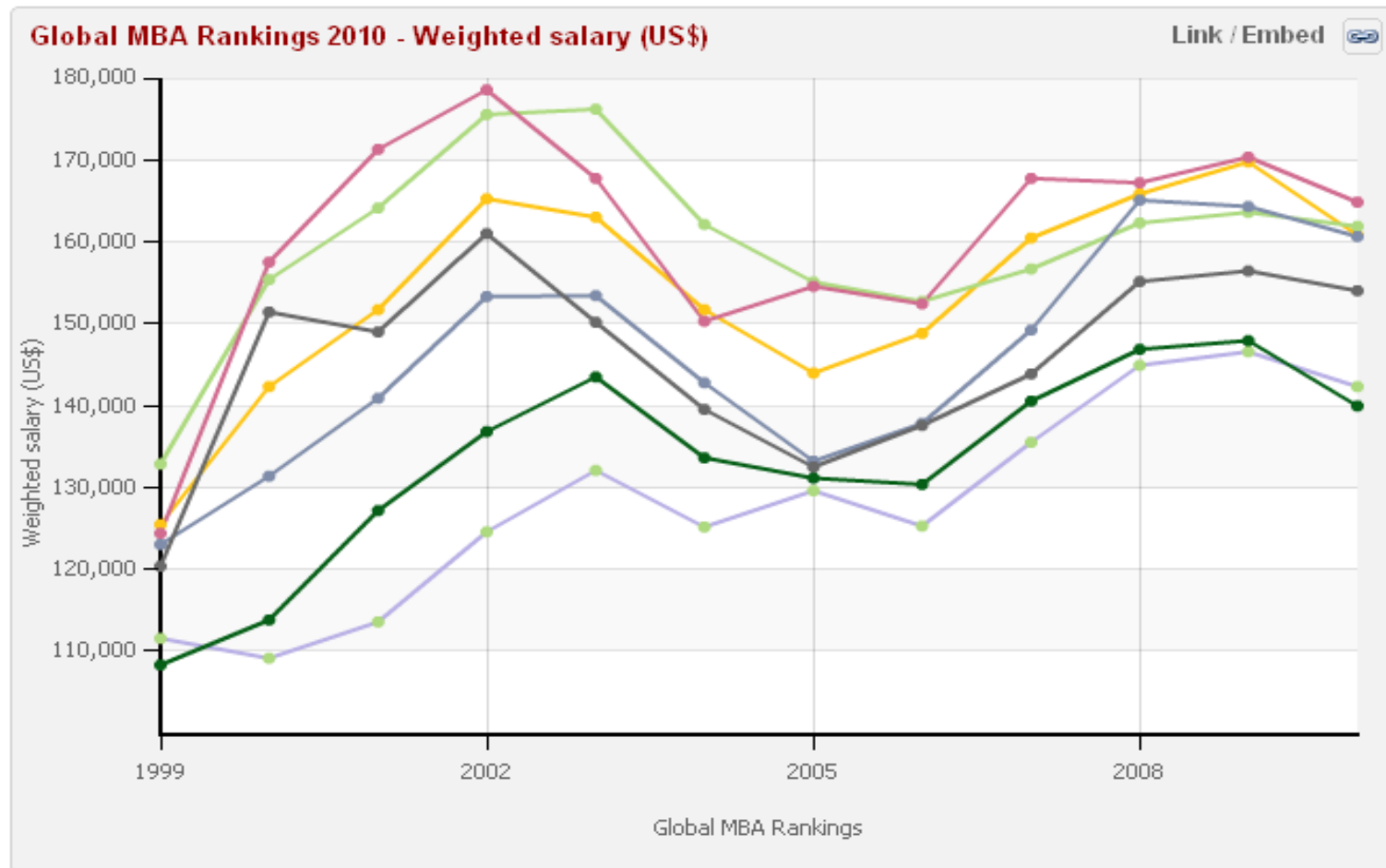
What do the FT rankings assess?

- **Alumni Careers & Employment**
Salary three years after graduation, Salary percentage increase, Career progress, Employment at three months
- **Programme Satisfaction**
Aims achieved, Value for money, Placement success, Alumni recommendation, International mobility
- **School Diversity**
Women faculty, Women students, Women board, International faculty, International students, International board, International experience, Languages
- **Idea Generation**
Faculty with doctorates, FT doctoral rank, FT research rank



Business School
Rankings

FT Rankings – indicators beyond the league table



Key

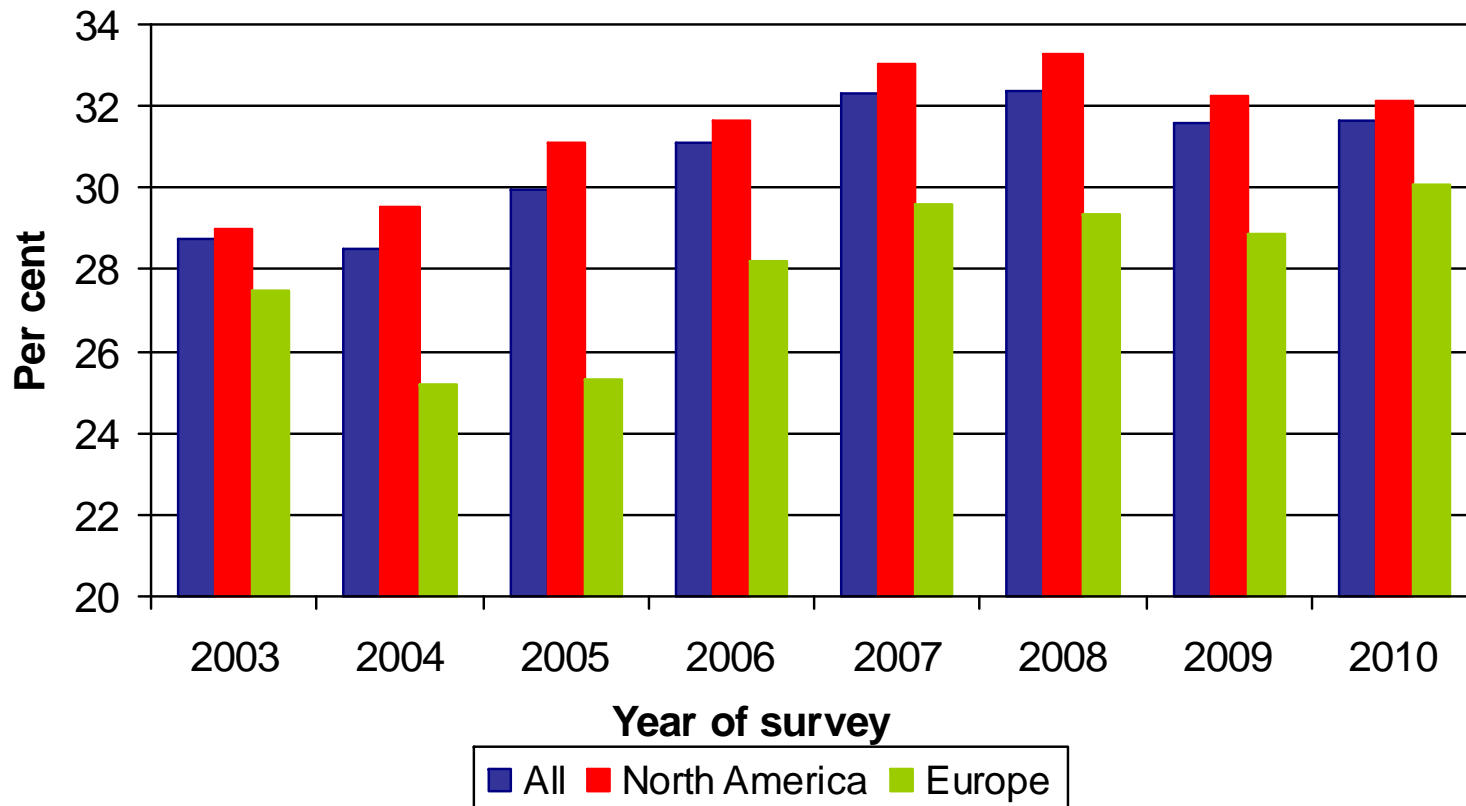
Columbia Harvard Insead LBS MIT Stanford Wharton



Business School
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FT Rankings – indicators beyond the league table

Proportion of women students on MBA Programmes



Listings as well as Rankings:

1. Online MBA programmes (**41 Schools included in 2011**)
2. LLM programmes (**62 Schools**)

All data are collected directly from schools

Online MBA variables include:

- Number of enrolled online MBA students
- Intakes per year
- International Accreditation
- Average time taken to complete programme
- % of students finished within five years
- % materials online & course work
- Local study centres
- Regions where supported



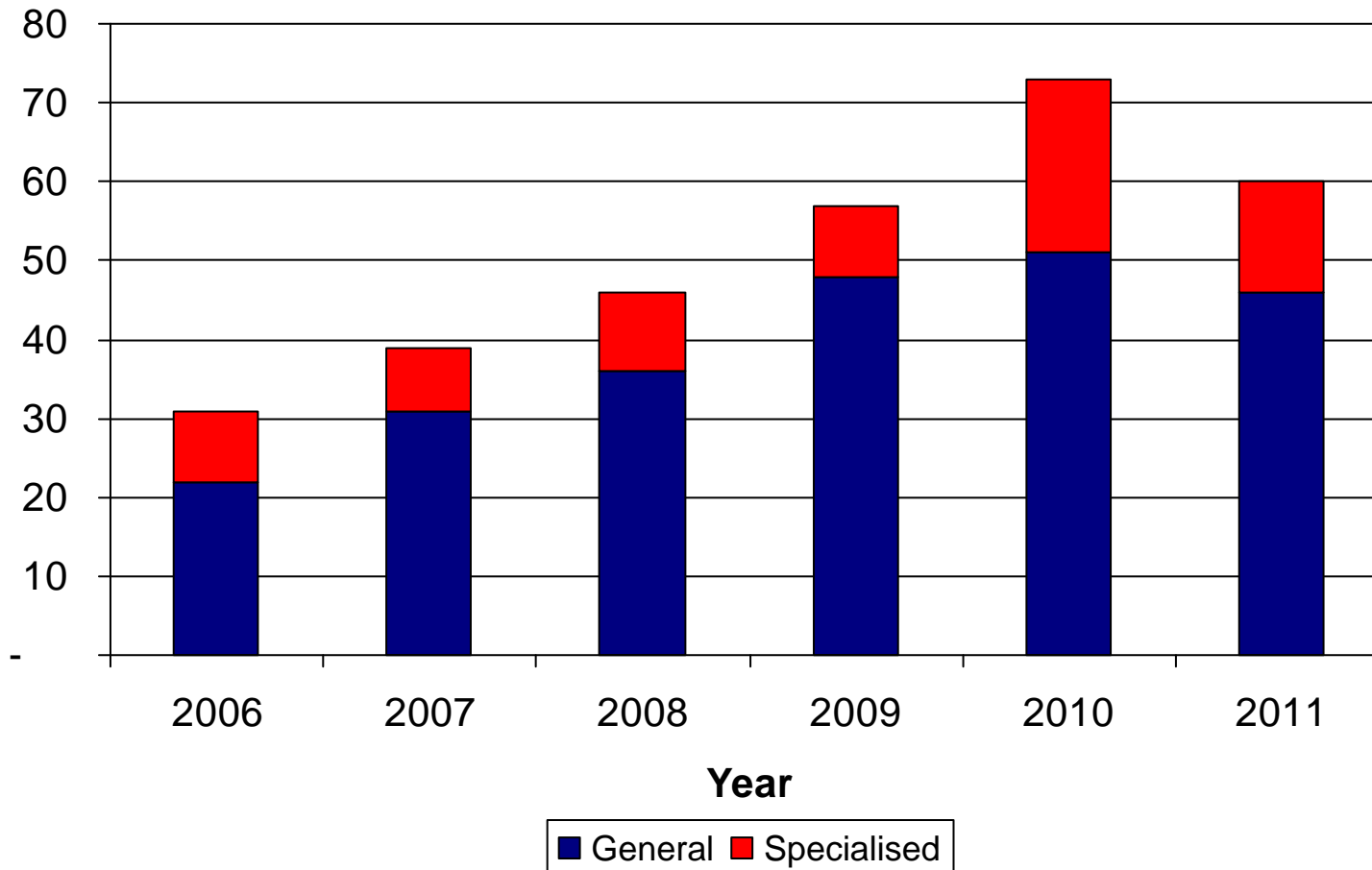
Business School
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Trends in the listings data

- **Since 2006, gradually more programmes listed with more specialised offerings**
- **Overall programmes are genuinely online in nature:**
 - More than 80% of coursework carried out online
 - 90% of programme require participants to collaborate online
 - 85% of course material online (100% for 26 programmes)
- **...but**
 - More than half of programmes require some time spent at university campus as part of studies
 - Similar proportion require students to take some exams offline

Trends in the listings data

FT Online MBA listing - total number of programmes



Why doesn't the FT rank online MBA programmes?

Differences in programme structures

- Blended learning increasingly common
- Blurred lined between online and traditional programmes

Accreditation

- Need to ensure common standard across schools
- Under half of the 60 programmes listed in 2011 had international accreditation

Difficulty of defining alumni cohort

- Variation in time taken to complete the degree (on average 89% finish within five years)
- Rolling start and end dates
- Modular nature of some programmes

Divergence of motivations amongst students

- Reasons for study not as clear cut as full-time MBA
- Difficult to measure outcomes beyond general satisfaction